WE CLAIM:

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1. A method of online advertising comprising:

Receiving at least one generic ad request for a generic advertiser;

Providing geo-target availability based on a number of requested impressions for the generic ad request and a web site designation for the generic ad request;

Receiving geographically targeted ad requests including target information from one or more child advertisers at an ad server node;

Determining a media buy output based on the received geographically targeted ad requests and the generic ad request.

- 2. The method of claim 1 wherein the geo-target availability is based on historical statistical data.
 - 3. The method of claim 1 wherein the generic advertiser is a national-level political group and the child advertisers are individual campaigns run under that national-level political group.

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- 4. The method of claim 1 wherein the generic advertiser is a national-level franchise and the child advertisers are franchisees of the national-level franchise.
- 5. The method of claim 1 wherein the ad server node is a targeted ad wrapper system.
 - 6. The method of claim 1 wherein the target information comprises information selected from the group consisting of: time, demographics, geography, area of influence, and a combination thereof.

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7. A method of operating an online target advertising system, the method comprising:

Providing a generic ad run;

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information;

Providing availability information relating to the generic ad run;

Receiving target ad run input from an advertiser corresponding to the availability information at an ad server node, the target ad input including target

Determining a generic ad or target ad to be served based on the target information while the generic ad run is in effect.

- 8. The method of claim 7 wherein the availability information is based on historical statistical data.
- 15 9. The method of claim 7 wherein the generic ad run is provided by a parent advertiser and the availability information is provided only to child advertisers.
- The method of claim 9 wherein the parent advertiser is a national-level political group and the child advertisers are individual campaigns run under that national-level political group.
 - 11. The method of claim 7 wherein the generic advertiser is a national-level franchise and the child advertisers are franchisees of the national-level franchise.
- 25 The method of claim 7 wherein the ad server node is a targeted ad wrapper system

	13.	The method of claim 7 wherein the target information comprises
inforn	nation se	elected from the group consisting of: time, demographics, geography, area
of inf	uence, a	nd a combination thereof.

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14. A method of operating an online target advertising system, the method comprising:

Providing a page specific invitation to advertise link on a web page associated with its identifying universal resource identifier (URI);

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Receiving a request to advertise via the link at an ad server;

Displaying an advertisement in an advertisement space on successive web pages having the identified URI, based on the request.

- 15. The method of claim 14 wherein the price to occupy the advertisement space is determined in an ongoing auction.
 - 16. The method of claim 14 further comprising collecting profile information based on the request to advertise.
- 20 17. The method of claim 14 wherein the profile information includes the identifying URI and the scanned contents of the web page having the identified URI.
 - 18. The method of claim 14 further comprising providing a suggested URI based on the profile information.

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- 19. The method of claim 14 wherein the ad server is a right of first refusal ad server.
- 20. The method of claim 14 wherein the advertisement displayed is selected 30 from a targeted ad wrapper.